ABSTRAK

Skripsi dengan judul "Pengaruh Citra Merek, Harga dan Gaya Hidup Islami terhadap Keputusan Pembelian Smartphone Merek OPPO pada Mahasiswa Jurusan MBS UIN Sayyid Ali Rahmatullah Tulungagung", ini ditulis oleh Rossa Meylita, NIM. 12405183219 Jurusan Manajemen Bisnis Syariah, dengan pembimbing Prof. Dr. Agus Eko Sujianto, S.E., M.M.

Penelitian ini dilatar belakangi oleh adanya citra merek, harga dan gaya hidup islami yang mempunyai peran dalam pengambilan keputusan pembelian. Keputusan pembelian merupakan hal yang sangat penting untuk diperhatikan terutama pada perusahaan seperti OPPO selaku produsen salah satu merek *smartphone* di Indonesia. Sebab keputusan pembelian merupakan salah satu strategi pemasaran yang diciptakan perusahaan agar produk yang mereka keluarkan tepat sasaran. Jika perusahaan mampu menarik perhatian konsumen, kemungkinan konsumen akan melakukan pembelian ulang pada *smartphone* merek OPPO. Tujuan penelitian ini untuk menguji pengaruh citra merek, harga dan gaya hidup islami terhadap keputusan pembelian *smartphone* merek OPPO pada mahasiswa jurusan MBS UIN Sayyid Ali Rahmatullah Tulungagung

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Untuk teknik yang dipakai dalam pengambilan sampel yaitu menggunakan teknik *purposive sampling* dengan jumlah sampel yang digunakan sebanyak 86 responden yakni Mahasiswa Jurusan Manajemen Bisnis Syariah angkatan 2018 UIN Sayyid Ali Rahmatullah Tulungagung. Teknik analisis data menggunakan uji instrumen data, uji asumsi klasik, uji analisis linear berganda, uji hipotesis dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa secara parsial (1) citra merek tidak berpengaruh signifikan terhadap keputusan pembelian dengan pengaruh positif; (2) harga berpengaruh positif signifikan terhadap keputusan pembelian; (3) gaya hidup islami tidak berpengaruh signifikan terhadap keputusan pembelian dengan pengaruh positif; dan kemudian secara simultan (4) citra merek, harga dan gaya hidup islami berpengaruh positif signifikan terhadap keputusan pembelian *smartphone* merek OPPO pada mahasiswa jurusan MBS UIN Sayyid Ali Rahmatullah Tulungagung.

Kata Kunci : Citra Merek, Harga , Gaya Hidup Islami, Keputusan Pembelian

ABSTRACT

Thesis entitled "The Influence of Brand Image, Price and Islamic Lifestyle on the Purchase Decision of OPPO Brand Smartphone on MBS Department Students UIN Sayyid Ali Rahmatullah Tulungagung", was written by Rossa Meylita, NIM. 12405183219 Department of Sharia Business Management, with the supervisor of Prof. Dr. Agus Eko Sujianto, SE, MM

This research is motivated by the existence of brand image, price and Islamic lifestyle which have a role in making purchasing decisions. The purchase decision is a very important thing to pay attention to, especially for companies like OPPO as a manufacturer of one of the smartphone in Indonesia. Because purchasing decisions are one of the marketing strategies created by companies so that the products they issue are right on target. If the company is able to attract the attention of consumers, it is likely that consumers will make repeat purchases on smartphones OPPO brand. The purpose of this study was to examine the effect of brand image, price and Islamic lifestyle on purchasing decisions of smartphones OPPO brand on MBS students majoring in UIN Sayyid Ali Rahmatullah Tulungagung.

This study used a quantitative approach with associative research type. The technique used in sampling is using purposive sampling technique with the number of samples used as many as 86 respondents, namely students of the 2018 Islamic Business Management Department UIN Sayyid Ali Rahmatullah Tulungagung. The data analysis technique used data instrument test, classical assumption test, multiple linear analysis test, hypothesis test and coefficient of determination test.

The results of this study indicate that partially (1) brand image has no significant effect on purchasing decisions with positive effect; (2) price has a significant positive effect on purchasing decisions; (3) Islamic lifestyle has no significant effect on purchasing decisions with positive effect; and then simultaneously (4) brand image, price and Islamic lifestyle have a significant positive effect on purchasing decisions for smartphones in MBS students majoring in UIN Sayyid Ali Rahmatullah Tulungagung.

Keywords: Brand Image, Price, Islamic Lifestyle, Purchase Decision